**GENERAL SERVICES ADMINISTRATION**

Federal Supply Service

**Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing,

and the option to create an electronic delivery order are available through GSA

*Advantage!*®, a menu-driven database system. The INTERNET address GSA

*Advantage!*® is: GSAAdvantage.gov.

**Multiple Award Schedule**

FSC Group: Professional Services

FSC Class: R701

Contract number: GS-23F-0161S

Contract period: April 24, 2006 to April 23, 2026

Creative Communications Network, Inc. (CCN)

919 SE 5th Street

Lee’s Summit, MO 64063-2910

Phone: (816) 407-9194

Toll-Free (877) 410-3551

Fax: (206) 350-2273

[www.ccnmarketing.com](http://www.ccnmarketing.com)

Contract Administration

Ronald E. Butler

[ron@ccnmarketing.com](mailto:ron@ccnmarketing.com)

Business size: Small

Economically Disadvantaged Women-Owned

For more information on ordering from Federal Supply Schedules go to the GSA

Schedules page at GSA.gov.

Price List Current as of Modification PA-0045 effective December 16, 2021

Prices Shown Herein are Net (discount deducted)

CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

|  |  |  |
| --- | --- | --- |
| SINs | Recovery | SIN Title |
| 541430 | 541430RC | Graphic Design Services |
| 541810 | 541810RC | Advertising Services |
| 541810ODC | 541810ODCRC | Other Direct Costs |
| 541820 | 541820RC | Public Relations Services |
| 541850 | 541850RC | Outdoor Advertising |
| 541910 | 541910RC | Marketing Research and Public Opinion Polling |
| OLM | OLMRC | Order-Level Materials (OLM’s) |

1b. **Hourly Direct Labor Rates:**

|  |  |  |
| --- | --- | --- |
| **CCN Direct Labor Categories**  **Including discount from commercial rates** | **GSA Net Price** | **Unit/ Issue** |
| 1. Senior Account Planner/Manager | $88.86 | Hour |
| 2. Senior Public Relations Director/Counsel/Writer | $88.86 | Hour |
| 3. Senior Creative Director | $108.61 | Hour |
| 4. Senior Market Research Director | $108.61 | Hour |
| 5. Senior Media Analyst/Buyer | $83.92 | Hour |
| 6. Senior New Media/Web Developer | $78.99 | Hour |
| 7. Public Relations Manager/Writer | $83.92 | Hour |
| 8. Market Research Associate | $39.49 | Hour |
| 9. Associate Media Analyst | $69.11 | Hour |
| 10. Art Director | $69.11 | Hour |
| 11. Account/Traffic Manager | $39.49 | Hour |
| 12. Account Financial Manager | $49.37 | Hour |

**541810ODC Other Direct Costs**

|  |  |  |
| --- | --- | --- |
| **CCN ODC’s** | **GSA Net Price (with/IFF)** | **Unit/ Issue** |
| 1. Refrigerator Magnets | $768.92 | 2,625 pieces |
| 2. Exhibit Graphics | $509.28 | 3 panels and header/proofs |
| 3. Printing Letters (1 page) | $116.95 | 1,200 letters |
| 4. Letterhead & Envelopes Printing | $1,711.83 | 5,000 pieces |
| 5. Brochures Printing | $1,768.26 | 5,000 pieces |
| 6. Postcards Printing | $589.42 | 500 pcs |
| 7. Tabletop Exhibit | $1,029.48 | 1 exhibit |
| 8. Direct Mail Postage & Handling | $588.72 | 671 pieces |
| 9. Professional Photography | $1,813.60 | 4 CD ROMs |
| 10. Meeting Registration | $151.13 | 1 delegate |
| 11. News Media List Compilation, News Release Distribution, Print and Broadcast Monitoring | $1,511.25 | Quarterly |
| 12. Radio Public Service Announcements Production and Distribution | $16,876.57 | One 30-second spot and one 60-second spot distributed to 280 radio stations |
| 13. Printing of Direct Mail Postcards | $1,982.87 | 3,425 postcards |
| 14. Production and Distribution of 3-column News Feature | $3,073.04 | One news feature to print media in two states |

**Awarded SINS Task Summaries**

**541430 Graphic Design Services**

Task Price: CCN net GSA task pricing per hour for Graphic Design Services may be quoted using hourly direct labor rates. Please refer to the table of Hourly Direct Labor Rates above. Tasks under 541430 include all services and Other Direct Costs (ODC’s) necessary that are directly related to the service being contracted. This typically includes planning, liaison with the Government, creative concept, copy, design, production of final art for such graphics as logos and identity (branding) or for thematic graphics for use in brochures, exhibits, advertising, direct mail, online and social media. Design and production services for books also may be included in 541-04F tasks. Costs of graphics production, printing, binding and shipping are billed net as ODCs. The price is inclusive of the Industrial Funding Fee of 0.75%. Lower prices may be quoted.

**541810 Advertising Services**

Task Price:CCN net GSA task pricing per hour for Advertising Services may be quoted using hourly direct labor rates. Please refer to the table of Hourly Direct Labor Rates above. Tasks under 541810 include all services and Other Direct Costs (ODC’s) necessary that are directly related to the service being contracted. This typically includes planning, liaison with agency, creative concept, copy, design, production of final art for advertising in print, broadcast, online or social media. Broadcast or print media analysis, planning and buying also are provided on a labor basis. Costs of broadcast time and print or online space are billed net as ODCs. The price is inclusive of the Industrial Funding Fee of 0.75%. Lower hourly prices may be quoted.

**541820 Public Relations Services**

Task Price:CCN net GSA task pricing per hour for Public Relations Services may be quoted using hourly direct labor rates. Please refer to the table of Hourly Direct Labor Rates above. Tasks under 541820 include all services and Other Direct Costs (ODC’s) necessary that are directly related to the service being contracted. This typically includes planning, liaison with the Government, strategic concept, media analysis and planning, media list development, copywriting, clearances, and information placement (news releases, news features or story “piches”) in print or broadcast media, online or in social media. Services tracking placements and distribution analytics/metrics typically are billed net as ODCs. The price is inclusive of the Industrial Funding Fee of 0.75%. Lower hourly prices may be quoted.

**541850 Outdoor Advertising**

Task Price: CCN net GSA task pricing per hour for Outdoor Advertising may be quoted using hourly direct labor rates for advertising services. Please refer to the table of Hourly Direct Labor Rates above. Tasks under 541850 include all services and Other Direct Costs (ODC’s) necessary that are directly related to the service being contracted. This typically includes indoor (exhibits, banners) and outdoor advertising services such as planning and liaison with the Government and billboard or other companies or exhibit venue management where advertising/exhibits will be used. Also, creative concepts, special photography or illustrations, design and production of “mural” or detachable exhibit graphics for backwall displays, kiosks, cabinetry, etc., ancillary foamcore signage and visuals. Purchase of stock images, carpentry, rental/purchase of exhibit space, including on transit or aerial services, and exhibit furnishings, carpet, Internet service, electrical, drayage, etc., are billed net as ODCs. The price is inclusive of the Industrial Funding Fee of 0.75%. Lower prices may be quoted.

**541910 Market Research and Public Opinion Polling**

Task Price:CCN net GSA task pricing per hour for Market Research and Public Opinion Polling may be quoted using hourly direct labor rates. Please refer to the table of Hourly Direct Labor Rates above. Tasks under 541910 include all services and Other Direct Costs (ODC’s) necessary that are directly related to the service being contracted. This typically includes planning, liaison with the Government, project background research and gathering of data, writing of interview or polling scripts, recruiting of subjects (focus group or one-on-one interviews), audio and video taping, analysis and findings report, and presentation of findings. Booking expenses for meeting rooms, snacks and stipends (if allowed) for research participants are billed net as ODCs. The price is inclusive of the Industrial Funding Fee of 0.75%. Lower hourly prices may be quoted.

1c. **Labor Category Descriptions**

1. SENIOR ACCOUNT PLANNER/MANAGER

Minimum/General Experience: Fifteen years of increasing responsibility in accomplishing strategic communications and business planning, strategic analysis, problem solving, project(s) management, or account administration.

Functional Responsibility: Research client needs and issues, develop marketing communications strategic plans, and select/manage staff working on the project(s). Budget development and financial management for accounts and individual projects. Overall planning and program execution. Market research management. Liaison with client. Management of government paperwork, reports, and follow-up. Quality control of all aspects or programs.

Minimum Education: B.S./B.A. degree in communications, journalism, marketing, fine arts, management, business, or related discipline or equivalent years of relevant professional experience or education.

2. SENIOR PUBLIC RELATIONS DIRECTOR/COUNSEL/WRITER

Minimum/General Experience: Fifteen years of increasing responsibility in development and execution of strategic public relations plans; account development and management;. writing of plans and elements of their tactical execution, including backgrounders, white papers, media kit components, news releases, feature stories, brochures and other collateral materials; media relations, and client liaison.

Functional Responsibility: Research client public relations needs and issues, develop public relations strategic plans, select and manage staff working on the project(s). Budget development and management. Planning and program execution. Liaison with client and account management staff. Writing of public relations program components, placement of news releases and feature stories, market research management. Photography and/or supervision of photography and graphics. Quality control of public relations projects.

Minimum Education: B.S./B.A. degree in public relations, journalism, communications, marketing or related discipline or equivalent years of professional experience or education.

3. SENIOR CREATIVE DIRECTOR

Minimum/General Experience: Fifteen years of increasing responsibility in development and execution of strategic communications and graphics creative concepts and designs; layout and production of graphics and communications collateral materials such as print advertising, brochures, sales aids, flyers, exhibit display materials, billboard advertising; and supervision of graphics staff and suppliers.

Functional Responsibility: Research, develop and produce creative communications concepts and designs in coordination with account managers and clients. Select and manage graphics staff and suppliers working on projects, including artists and photographers. Graphics budget development and management. Liaison with client. Research and sourcing of graphics images. Quality control of graphics projects.

Minimum Education: B.S./B.A. degree in fine arts, graphics design, or related discipline or equivalent years of professional experience or education.

4. SENIOR MARKET RESEARCH DIRECTOR

Minimum/General Experience: Fifteen years of increasing responsibility in development, execution, and data analysis of strategic market research programs, analysis and reporting, including a variety of qualitative and quantitative studies and combinations of the two disciplines, and supervision of research staff and suppliers.

Functional Responsibility: Research, develop, execute, and analyze/report strategic market research qualitative and quantitative projects, including focus group interviews, one-on-one interviews, tele-groups, triads and dyads, executive interviewing, opportunity sessions, customer satisfaction audits, and cross-functional sessions. Training and supervision of moderators and interviewers. Development of recommendations to address strategic needs and issues revealed by the research. Presentation of findings to client. Research budget development and management. Liaison with client and account management staff. Quality control of research projects.

Minimum Education: B.S./B.A. degree in market research or related discipline or equivalent years of professional experience or education, with emphasis on statistical analysis and marketing.

5. SENIOR MEDIA ANALYST/BUYER

Minimum/General Experience: Fifteen years of increasing responsibility in media analysis in coordination with an overall strategic marketing communications plan; development and execution of strategic media planning, recommendations, and schedules; negotiation and buying of media; tracking and reporting of media placements; supervision of associate media planners and buyers.

Functional Responsibility: Research, develop and produce media analysis, plans, and recommendations, and schedules as part of a strategic marketing communications plan. Negotiate and buy print and broadcast media. Track, document, and report media placements. Selection and supervision of associate media planners and buyers working on projects. Media budget development and management. Liaison with client and account staff. Quality control of media analysis and placement programs.

Minimum Education: B.S./B.A. degree in advertising, media or related discipline or equivalent years of professional experience or education.

6. SENIOR NEW MEDIA/WEB DEVELOPER

Minimum/General Experience: Fifteen years of increasing responsibility in development and execution of Internet and New Media (CD-ROM, DVD) concepts and components of a strategic marketing communications program; text and graphics creative development and production; software research, sourcing, and deployment; and supervision of New Media and Internet staff and suppliers.

Functional Responsibility: Research, develop and produce Internet-based or New Media creative communications concepts and content in coordination with account managers and clients. Select and manage Internet development staff and suppliers working on projects. Sourcing of images and other content. Internet and New Media budget development and management. Liaison with client. Quality control of Internet and New Media projects.

Minimum Education: B.S./B.A. degree in fine arts, graphics design, journalism, or related discipline or equivalent years of professional experience or education, with emphasis on Internet structure and software.

7. PUBLIC RELATIONS MANAGER/WRITER

Minimum/General Experience: Eight years of increasing responsibility in development and execution of strategic public relations plans, management and writing of elements of their tactical execution, including backgrounders, white papers, media kit components, news releases, feature stories, brochures and other collateral materials, media relations, and client liaison.

Functional Responsibility: Research, develop, and execute components of public relations strategic plans. Budget development and management. Liaison with client and account management staff. Writing of public relations program components, placement of news releases and feature stories. Photography and/or supervision of photography and graphics. Quality control of public relations projects.

Minimum Education: B.S./B.A. degree in public relations, journalism, communications, marketing or related discipline or equivalent years of professional experience or education.

8. MARKET RESEARCH ASSOCIATE

Minimum/General Experience: Five years of market research project development and execution; interviewing or data analysis of strategic market research programs, including a variety of qualitative and quantitative studies and combinations of the two disciplines.

Functional Responsibility: Planning, facilities and suppliers sourcing prior to implementation of research projects. Interviewing of market research respondents. Collating, writing, and proofing of market research results and reports. Assistance in executing strategic market research qualitative and quantitative projects, including focus group interviews, one-on-one interviews, tele-groups, executive interviewing, opportunity sessions, customer satisfaction audits, and cross-functional sessions. Liaison with account management staff. Quality control of research projects.

Minimum Education: Associate degree in market research or related discipline or training/certification as an interviewer or market research technician, or equivalent years of professional experience or education, with emphasis on statistical analysis and market research.

9. ASSOCIATE MEDIA ANALYST/BUYER

Minimum/General Experience: Five years of increasing responsibility in media analysis in coordination with an overall strategic marketing communications plan; development and execution of strategic media planning, recommendations, and schedules; negotiation and buying of media; tracking and reporting of media placements.

Functional Responsibility: Develop and produce media analysis, plans, and recommendations, and schedules as part of a strategic marketing communications plan. Negotiate and buy print and broadcast media. Track, document, and report media placements. Liaison with account staff. Quality control of media analysis and placement programs.

Minimum Education: B.A./B.S. degree in advertising, media or related discipline or equivalent years of professional experience or education.

10. ART DIRECTOR

Minimum/General Experience: Five years of increasing responsibility in development and execution of strategic communications and graphics creative concepts and designs; layout and production of graphics and communications collateral materials such as print advertising, brochures, sales aids, flyers, exhibit display materials, billboard advertising; and supervision of graphics staff and suppliers.

Functional Responsibility: Research, develop and produce creative communications designs and layouts in coordination with the Creative Director. Select and manage graphics. Provide desktop publishing and Photoshop services. Liaison with account management staff and the managing Creative Director. Research and sourcing of graphics images. Quality control of graphics projects.

Minimum Education: B.S./B.A. degree in fine arts, graphics design, or related discipline or equivalent years of professional experience or education.

11. ACCOUNT/TRAFFIC MANAGER

Minimum/General Experience: Five years of increasing responsibility in coordinating project details, administrative assistance, and traffic management of projects from inception to delivery through an advertising or public relations agency.

Functional Responsibility: Initiate project paperwork and tracking. Liaison with account management staff and suppliers involved in project. Monitor and report on project status. Source and manage suppliers as needed. Cataloging and maintaining files pertaining to projects and their components. Manage scheduling and deadline compliance of project components. Quality control of suppliers and traffic flow. Administrative assistance as needed.

Minimum Education: B.A./B.S. degree in advertising, public relations, graphics production or related discipline or equivalent years of professional experience or education.

12. ACCOUNT FINANCIAL MANAGER

Minimum/General Experience: Five years of increasing responsibility in accounting and bookkeeping, including accounts payable and receivable, general ledger, and other modules of bookkeeping, with emphasis on service industries such as advertising and public relations agencies.

Functional Responsibility: Set up new client accounts in the bookkeeping system. Enter payables, receivables and adjustments under direction of accounting managers. Track and report on costs related to projects and clients. Assist in generating invoices promptly and paying suppliers promptly. Liaison with account management staff and suppliers involved in project. Monitor and report on project financial status. Maintain accounting files. Accounting administrative assistance as needed.

Minimum Education: B.A./B.S. degree in accounting or related discipline or equivalent years of professional experience or education.

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage (delivery area). Domestic.

5. Point(s) of production Lee’s Summit, (Jackson County) Missouri.

6. Discount from list prices or statement of net price. Government Net Prices (discounts already deducted).

7. Quantity discounts. None.

8. Prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days.

9. Foreign items (list items by country of origin). Not Applicable.

10a. Time of delivery. To Be Determined at the Task Order level.

10b. Expedited Delivery. To Be Determined at the Task Order level.

10c. Overnight and 2-day delivery. To Be Determined at the Task Order level.

10d. Urgent Requirements. To Be Determined at the Task Order level.

11. F.O.B. point(s). Destination.

12a. Ordering address. Creative Communications Network, Inc., 919 SE 5th Street, Lee’s Summit, MO 64063-2910

12b. Ordering procedures. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address. Creative Communications Network, Inc., 919 SE 5th Street, Lee’s Summit, MO 64063-2910

14. Warranty provision. Standard Commercial Warranty Terms & Conditions.

15. Export packing charges, if applicable. Not Applicable.

16. Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable.

17. Terms and conditions of installation (if applicable). Not Applicable.

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable.

18b. Terms and conditions for any other services (if applicable). Not Applicable.

19. List of service and distribution points (if applicable). Not Applicable.

20. List of participating dealers (if applicable). Not Applicable.

21. Preventive maintenance (if applicable). Not Applicable.

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). CCN uses recycled-content paper whenever possible or requested. Commercial printers CCN uses for flyers, brochures, etc., are asked to use soy-based ink.

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).

Not Applicable.

23. Unique Entity Identifier (UEI) number. 795419209

24. Notification regarding registration in System for Award Management (SAM) database. CCN is registered and active in SAM.

**Service Contract Labor Standards:**  The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided.  While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories.  If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number.  Failure to do so may result in cancellation of the contract.